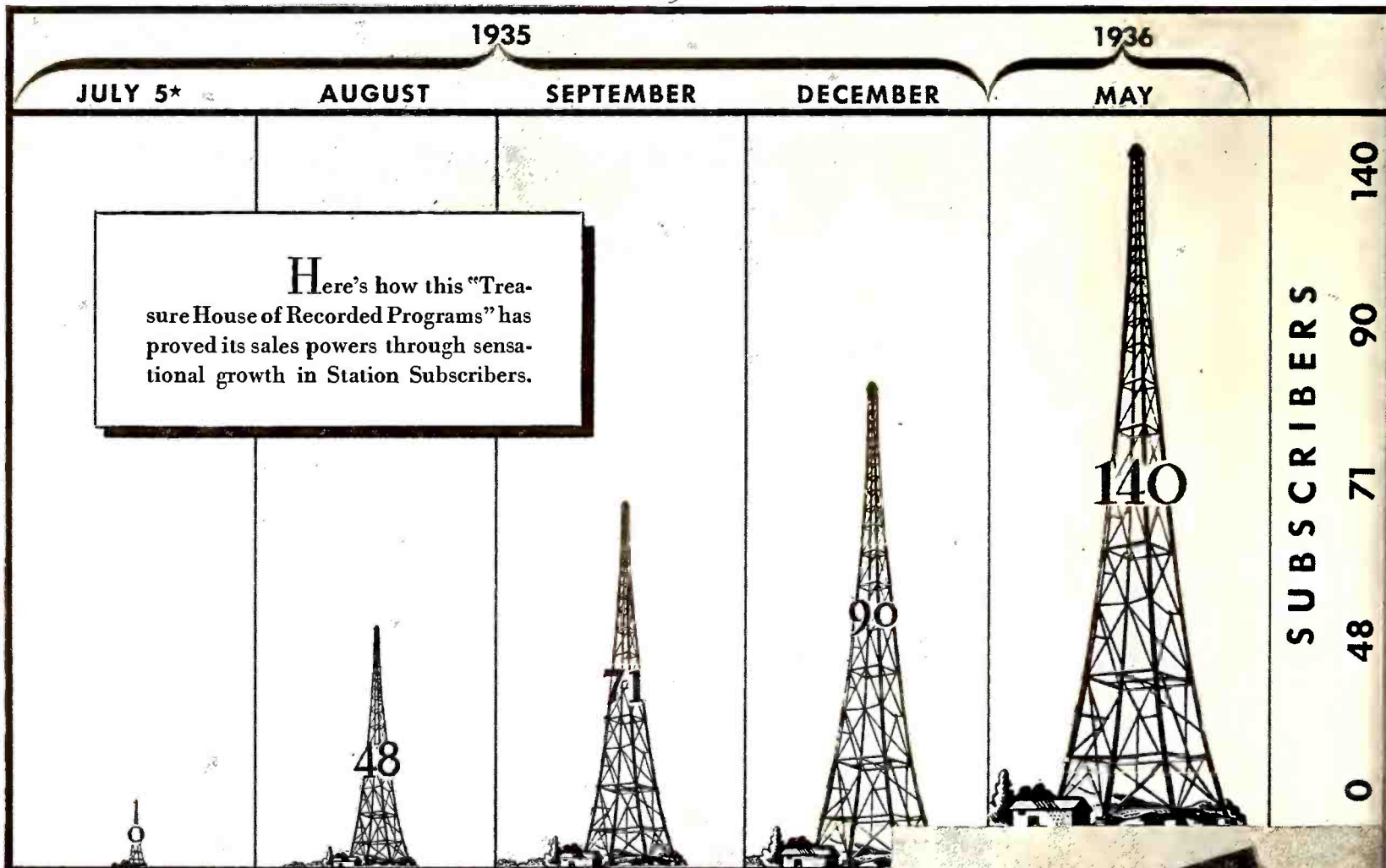


These Records Have Sales Records!

140 New Station Subscribers in 11 Months—and "NBC Thesaurus" Clients are *Still Growing*



The Reasons Behind the Records

- NBC THESAURUS PROGRAMS are programs of first-rate talent—real "Name" talent at low cost to advertisers.
- Seventeen and one-quarter hours per week of sparkling continuity.
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